

GUSTAV STICKLEY THE CRAFTSMAN



A SUMMARY OF CRAFTSMAN ENTERPRISES

Workshops

NEW YORK

EASTWOOD, N. Y.

Stores

NEW YORK

BOSTON

WASHINGTON

The Craftsman Magazine
Home-builders' Exposition
Architectural Department
Club Rooms and Restaurant

THE CRAFTSMAN BUILDING, N. Y.

Craftsman Farms

MORRIS PLAINS, N. J.

NK 2265.584 1914

THE CRAFTSMAN BUILDING



FIRST FLOOR
Craftsman Furniture

SECOND FLOOR
General Furniture

THIRD FLOOR
Draperies and House
Furnishings

FOURTH FLOOR
Rugs—Interior Furnishing

FIFTH TO EIGHTH FLOOR
The Craftsman Permanent
Home-builders' Exposition

NINTH FLOOR
Craftsman Workshops

TENTH FLOOR
The Craftsman Magazine
Architectural and Service
Departments

ELEVENTH FLOOR
Club Rooms, Library and
Lecture Hall

TWELFTH FLOOR
Craftsman Restaurant

THE CRAFTSMAN BUILDING, 6 EAST 39th ST.
NEAR 5th AV., NEW YORK: PHONE MURRAY HILL 6071

GUSTAV STICKLEY THE CRAFTSMAN



The 39th Street Entrance to the Craftsman Building, New York.

WORKSHOPS

Furniture, Fabric and Metal Shops, Eastwood, N. Y.
Willow Shops, 218 E. 37th St., New York

CRAFTSMAN STORES

New York
6 E. 39th St.

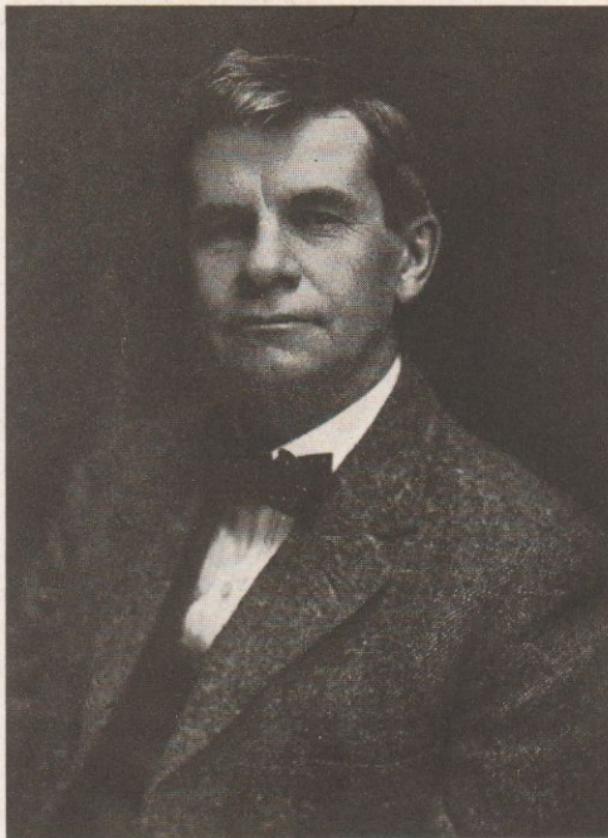
Boston, Mass.
468 Boylston St.

Washington, D. C.
1512 H St., N. W.

THE CRAFTSMAN MAGAZINE
HOME-BUILDERS' EXPOSITION & ARCHITECTURAL DEPT.
CLUB ROOMS AND RESTAURANT

Craftsman Building, 6 E. 39th St., New York

CRAFTSMAN FARMS
Morris Plains, N. J.



*Gustav Stickley: Originator of Craftsman
Houses and Craftsman Furniture: Founder
and Editor of The Craftsman Magazine.*

THE STORY OF THE CRAFTSMAN MOVEMENT

THE word "Craftsman" has attained such significance during the last few years, and the ideas it symbolizes have had so wide an influence throughout the homes of America, in architecture as well as furnishings, that it seems fitting, in presenting this pictorial bird's-eye view of Craftsman activities, to preface it with a few words as to their origin and scope.

The Movement began in 1900 with the making of the first pieces of Craftsman Furniture. Its sturdy comfort and simplicity, durable materials, mellow finish and thorough workmanship were a welcome contrast to the ornate designs then in vogue, and its success was soon assured.

Then followed the various furniture accessories—fabrics, lighting fixtures, metalwork, etc., made, like the furniture, at Eastwood, N. Y., where The Craftsman has its own factories and five acres of land. And later were added Craftsman Willow Furnishings and Basketry, made in our Willow Workshops in New York.

Retail stores in Washington, Boston and New York were also organized to handle these furnishings, leading furniture stores were appointed agents in the principal cities of the United States, and before long Craftsman Furniture became recognized as a national style.

With the increasing popularity of these prod-

THE STORY OF THE CRAFTSMAN MOVEMENT

ucts, other branches developed. The most important of them was THE CRAFTSMAN Magazine, which was founded in October, 1901, and which marked the beginning of a broad educational campaign in interior decoration, architecture, art, handicrafts and country living.

At the same time, Craftsman Architecture was evolved, and the plans from the Architectural Department, published in the Magazine, reached a wide circle of home-builders.

The most recent development is the Craftsman Building in New York, which, in October, 1913, became the headquarters of the whole Movement. Here are not only displays of Furniture and Fabrics, Rugs and Metalwork, but also the Model Rooms of our Department of Interior Furnishing, the Permanent Home-Builders' Exposition, the offices of THE CRAFTSMAN Magazine, the Craftsman Service Bureau and drafting rooms of the Architectural Department; while on the two upper floors are the Club Rooms, Lecture Hall and Library for visitors, and the Craftsman Restaurant supplied from Craftsman Farms.

All these features have been gradually established to fill growing requirements. And the enthusiasm with which they have been greeted promises an even greater future for the Craftsman Movement and the ideals for which it stands.

THE CRAFTSMAN BUILDING



The new Craftsman Building.

THIS new twelve-story Craftsman Building—the headquarters of the entire Craftsman Movement—is located at 6 East 39th St., New York. It extends through a whole block just off Fifth Avenue, in the heart of the best shopping district, within reach of the leading hotels, clubs, theaters, and the New York Public Library.

The Building is full of interest to visitors. It includes displays of furniture, fabrics and metalwork from the

Craftsman Workshops and other makers; Craftsman and Oriental rugs; the model rooms of the Interior Furnishing Department; the Home-Builders' Exposition; offices of THE CRAFTSMAN Magazine; Architectural and Service Departments; Club Rooms, Library, Lecture Hall and the Craftsman Restaurant.

CRAFTSMAN FURNITURE

THESE two views give some idea of the Furniture Store that occupies the first floor of the Craftsman Building, although the charm of the various fittings and the homelike atmosphere that pervades this long, pleasant room can be appreciated only by a personal visit.

The various pieces, here as well as on the two floors above, are arranged mainly in groups as they would be in actual use, so that the visitor can judge of the impression of the finished interior, and glean suggestions for arrangement and color schemes.



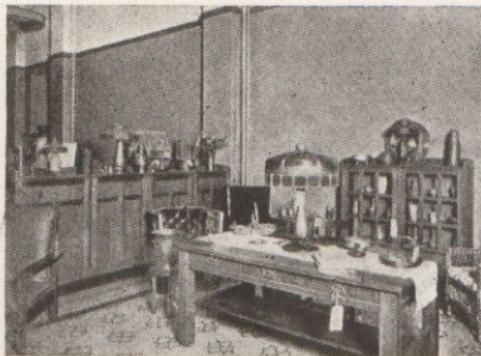
Craftsman furnishings in the New York store, on the first floor of the Craftsman Building.

CRAFTSMAN FURNITURE

The displays include Craftsman and other furniture in various woods and finishes—soft browns, greens and grayish tones; also willow furniture in many colors, with cushions to harmonize.

Curtains, pillows, couch covers, table linen—these too are shown, plain, embroidered and appliquéd in rich shades and patterns. Pottery, china and basketry of unusually interesting design are here, while lamps, lighting fixtures, desk and fireplace fittings, trays and other metal-work needed in the home greet the beauty-loving visitor.

In fact, on every hand one gathers suggestions for one's own rooms—from the well proportioned furniture, the mellow finish of the wood, the graceful lines of the willow, the varied textures and tones of the fabrics, the glint of copper or brass, and the restful lamplight over all.



A homelike corner of the furniture store in the Craftsman Building, showing oak, willow and metal fittings.

IN THE CRAFTSMAN CLUB ROOMS



The Craftsman fireplace in one of the Men's Club Rooms on the eleventh floor of the Craftsman Building: This fireplace is especially interesting as it can be used to heat and ventilate a whole house.

AMONG the most attractive features of the Craftsman Building are the Club Rooms on the eleventh floor. At one end are the Men's Rooms, comfortably fitted with Craftsman furnishings and open fireplace which give a particularly hospitable, inviting air. A reference library is provided here, with books on home-building, furnishing, interior decorating, gardening, civic improvement, art and architecture; and illustrated lectures and informal talks on these topics are also given from time to time.

IN THE CRAFTSMAN CLUB ROOMS

The long hall between the Men's Club Rooms and the Ladies' Rooms at the other end is left free for special exhibitions, dances, banquets and the overflow from the Craftsman Restaurant on the floor above.

Altogether, these Club Rooms have proved of great interest as well as convenience to visitors; for they not only provide charming places in which to rest, but also show in a most convincing way how effectively Craftsman furnishings can introduce comfort and artistic atmosphere into an interior—whether it be the library, living room or drawing room of a home or a club.



In this pleasant Club Room are given informal talks on art, architecture, home-furnishing and kindred topics.

IN THE CRAFTSMAN CLUB ROOMS

LADIES who visit the Furniture Store, Home-Builders' Exposition or Restaurant in the Craftsman Building will find ample provision for their comfort in the tastefully furnished Club Rooms which occupy the sunny south end of the eleventh floor. Writing desks, lounging chairs



Reading table in the Ladies' Club Room, just below the Craftsman Restaurant.

IN THE CRAFTSMAN CLUB ROOMS

and cushioned settles suggest the comfort of home, while the gum-wood furniture with its gray-green finish, the soft-toned rugs and heliotrope curtains give the place a quiet, restful air.

The Club Rooms offer a pleasant retreat in which to rest after shopping, to meet one's friends, to check packages, etc., and are especially appreciated by those who drop in for lunch, afternoon tea or dinner at the Restaurant upstairs.

When desired, one of these rooms may be reserved for special parties or banquets—a feature that appeals especially to club women, teachers and students. For such occasions special menus can be provided.



One of the gum-wood writing desks in the Ladies' Club Room for the use of Craftsman visitors.

THE CRAFTSMAN RESTAURANT



Long, airy Dining Room on twelfth floor of Craftsman Building.

ON the twelfth and topmost floor of the Craftsman Building, its airy windows overlooking the rooftops of the city, is the big Craftsman Dining Room, a glimpse of which is shown above. The simple, homelike furnishings of oak against the walls of Gobelin blue form a pleasant background; the quiet Japanese service is particularly conducive to one's comfort, while music adds an occasional festive air. And—most important of all—the Restaurant tables are supplied with fresh poultry and dairy products, fruit and vegetables, brought in by our trucks each morning from Craftsman Farms.

THE CRAFTSMAN RESTAURANT

THE tiled fireplace in the Craftsman Restaurant is one of its most hospitable features. The brown leather-cushioned oak settles on either side give the effect of an inglenook, and offer a tempting retreat for guests who wish to chat and rest awhile beside the log fire.

Tables may be reserved by mail or phone, and luncheons, afternoon teas, dinners and dances may be arranged in either the Restaurant or the Club Rooms below.



Tiled chimneypiece and oak settles in the Craftsman Dining Room.

THE CRAFTSMAN RESTAURANT

THE tableware used in the Craftsman Restaurant, like every detail of the furnishings and fittings, was specially designed and made for the purpose. Pieces of the "International" silverware as well as some of the china are illustrated here, all carrying the Craftsman emblem—primitive cabinet-makers' compasses enclosing the motto "Als ik Kan"—which identifies every Craftsman product.



Silver used in the Craftsman Restaurant

spirit of a Craftsman dining room.

The afternoon tea service is of "Lenox" china, cream colored, with a band of deeper shade edged with narrow borders of pale brown. The only other decoration on this service is the Craftsman emblem described above. The simple

The dinner service is of white "Onondaga" china, with a pinecone border in pale brown. This simple but decorative design seems especially in keeping with the friendly

THE CRAFTSMAN RESTAURANT



*Dinner service with pine-cone pattern,
specially designed for the Craftsman
Restaurant.*

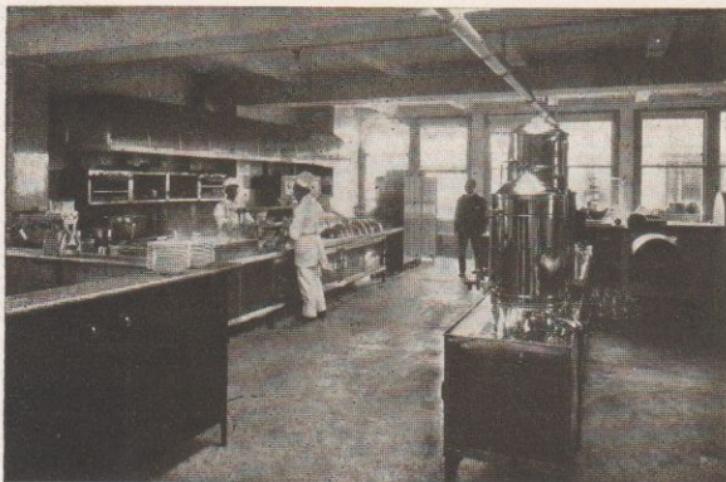
shape and pattern as well as the mellow surface of the china make it particularly appropriate for the restfully furnished dining room.

The pale brown flower vases used on the tables were also made at the Lenox potteries from special designs, and are another instance of the careful craftsmanship that characterizes each detail of the Restaurant, while the silver and glassware, the sturdy linen and the brown willow baskets in which the bread and rolls are served were also made with the same thought for practical service and harmonious effect. Many of these table fittings can be obtained in our stores.



The Craftsman afternoon tea service.

THE CRAFTSMAN KITCHEN



A glimpse of the large, sunny, well ventilated Craftsman kitchen.

THE kitchen of the Craftsman Restaurant instead of being exiled to some dark basement, as is so often the case in a public restaurant, has been given the most favorable location in the whole building—the south end of the twelfth and topmost floor, where the many windows insure a generous supply of fresh air and sunshine. This hygienic and well equipped department is open for inspection, and our Japanese steward is always glad to answer questions or to give to visitors the recipes for any dishes they may have especially enjoyed.

CRAFTSMAN FARMS

CRAFTSMAN Farms—the source of supply for the Craftsman Restaurant—comprises about six hundred acres of picturesque wooded hill country and well drained fields near Morristown, N. J. Here, in addition to the Log House and four Craftsman cottages, Mr. Stickley has built a concrete garage big enough to hold twelve cars, with a workshop overhead; a large stone-and-concrete cow stable of the most approved type, a dairy house, and other farm buildings. Being within commuting distance of New York, the Farms offers interesting possibilities for the development of a colony of Craftsman homes.



The Log House at Craftsman Farms, which supplies fresh farm products for the Craftsman Restaurant.

CRAFTSMAN FARMS

PHOTOGRAPHS can give but an inadequate idea of the beauty of the gardens and orchards, woods and hills at Craftsman Farms, and the homelike charm of the buildings. Considerable money has been spent in developing the property. Macadamized roads have been made and a complete sewage plant installed, and there is a water system supplied from the pure hillside springs which would be sufficient to furnish water for a good-sized community. Extensive vegetable gardens and orchards have been planted, which supply the Craftsman Restaurant.



Flower-bordered driveway and cottage at Craftsman Farms.

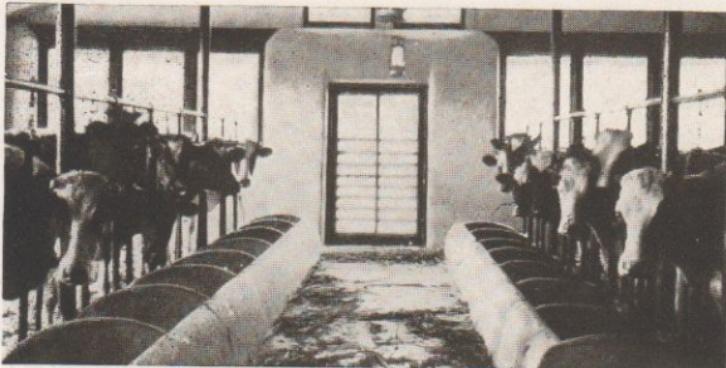
CRAFTSMAN FARMS



The "Twin Cottages" on the Hillside at Craftsman Farms.

THE cottages at the Farms are interesting examples of Craftsman architecture, for they embody in their unpretentious way the qualities that characterize Craftsman plans—durable, practical construction, simplicity of arrangement, and sturdy comfort in the finish and furnishings. The plans for these cottages as well as for the big Log House and farm buildings were prepared in the Architectural Department, which is briefly described on page 26.

CRAFTSMAN FARMS



Airy cow stable for the Holstein herd at Craftsman Farms, which supplies dairy products for the Craftsman Restaurant in New York.

THE milk, cream and butter used in the Craftsman Restaurant are supplied by the herd of registered Holstein cattle, shown above in the stable at Craftsman Farms. This stable is a model of modern sanitation, the walls and feed troughs being of concrete, painted and enameled so that they can be washed easily. The cows are kept scrupulously clean, and as each one is milked the milk is taken into a separate building where it is aerated and strained into forty-quart cans. These are shipped direct to the Restaurant in New York, where the milk for the tables is bottled, the rest separated for cream or churned into butter in our own dairy.

CRAFTSMAN FARMS

CRAFTSMAN Farms supplies not only the fruit, vegetables, drinking water, table ice, and dairy and pork products used in the Craftsman Restaurant, but also the poultry and eggs. The latter are delivered at the Restaurant the day after they are laid.

Mr. Stickley has always believed that a restaurant should be closely related to its source of supply, in order to avoid the deterioration of food inevitable in many handlings by dealers, and this coöperation between the Restaurant and Farms successfully illustrates his theory.



Feeding the White Leghorns at Craftsman Farms.

CRAFTSMAN HOME-BUILDERS' EXPOSITION

THE fifth, sixth, seventh and eighth floors of the Craftsman Building are occupied by the Craftsman Home-Builders' Exposition—a unique project for the education of the modern home-builder, which Mr. Stickley long ago conceived and has recently found opportunity to carry out.

This Exposition, the only one of its kind in existence, is free to the public, and consists of permanent exhibits, by the leading manufac-



Electrical household devices exhibited by Western Electric Co. in the Craftsman Home-Builders' Exposition.

CRAFTSMAN HOME-BUILDERS' EXPOSITION



Model Room decorated by National Lead Co. with Dutch Boy White Lead and Oils, in Craftsman Home-Builders' Exposition.

turers of the country, of the most interesting and practical modern building materials and articles used in the equipment of the home and garden.

On the eighth floor are the building materials—cement and plaster, hollow tile, concrete construction forms, metal lath, brick, wood, wall board, tile and faience; also flooring and roofing materials, waterproofing compounds, fireplaces and house models.

The seventh floor is devoted to home decoration and model rooms, with displays of paints, stains, wall and floor coverings, mantels, etc.

CRAFTSMAN HOME-BUILDERS' EXPOSITION

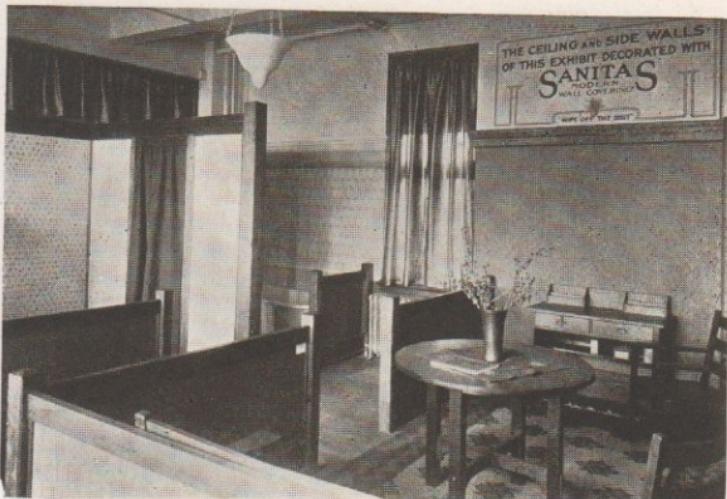


Exhibit of Sanitas-Decorated Rooms in the Craftsman Home-Builders' Exposition.

On the sixth floor are various forms of home equipment, such as heating, plumbing, lighting, cooking and cleaning appliances, refrigerators, and electrical devices for the saving of household labor.

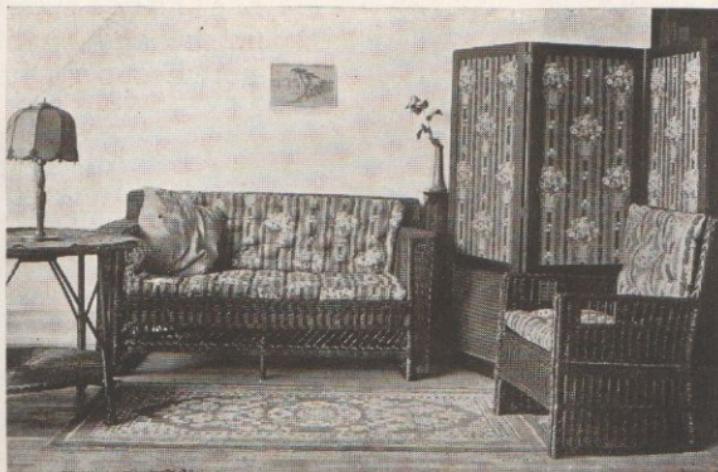
On the fifth floor are the garden displays, which include seeds and nursery stock, greenhouses, pergolas, columns, bird houses, outdoor furniture, portable houses, etc. The Eye-Comfort Lighting Shop, with its indirect lighting fixtures, is also on this floor.

INTERIOR FURNISHING DEPARTMENT

THE Craftsman Department of Interior Furnishing, on the fourth floor of the Craftsman Building, is equipped to design and supply all that is best and most beautiful in interior furnishings for homes, clubs, offices and public buildings. Special attention is given to color schemes, treatment of walls and woodwork, arrangement of furniture, rugs and lighting.



Reproduction in San Domingo mahogany of Martha Washington chair.



A corner of the Craftsman Department of Interior Furnishing.

FROM THE CRAFTSMAN WORKSHOPS



Craftsman table of fumed oak.

their rich-toned leather or fabric upholstery, are full of warmth and interest, each one suggesting the atmosphere of home. The willow ware is equally satisfying, in its own graceful fashion, for the firmly woven

THESE few illustrations of pieces from our Workshops give a general impression of the sturdiness and comfort of Craftsman Furnishings. The well made, carefully proportioned models of fumed oak, with their mellow brown finish and hammered copper trim,



Craftsman willow settle which can be stained and upholstered in tones to harmonize with any color scheme.

FROM THE CRAFTSMAN WORKSHOPS

strands are stained in soft tones of brown, green, mahogany, blue or gray, and the cushions of velour, cretonne or



The Craftsman drop-leaf table shown above is just the thing for a bedroom or sewing room.

lamps and lighting fixtures, desk and fireplace fittings and similar metal-work all show how serviceable and decorative copper, brass and iron can be when wisely handled.



Craftsman oak chair.

other suitable material add their harmony of color and design. The same interesting quality is found in the fabrics—curtains, pillows, table scarfs and other draperies—while the



A fumed oak settle with brown leather cushions to match.

CRAFTSMAN ARCHITECTURAL DEPARTMENT

ON the tenth floor of the Craftsman Building are the drafting rooms of the Architectural Department—an important branch of the Craftsman Movement. Here is maintained a staff of architects under the supervision of Mr. Stickley, for designing houses for subscribers to THE CRAFTSMAN Magazine and others. Two house plans are published each month in the Magazine, and up to the present time almost 200 of these have been prepared. Such plans are available to subscribers at a moderate cost. Often these plans are modified to meet individual needs, and special drawings are prepared when desired.



Craftsman house of cement and shingle: Design Number 149.

HOMES BUILT FROM CRAFTSMAN PLANS

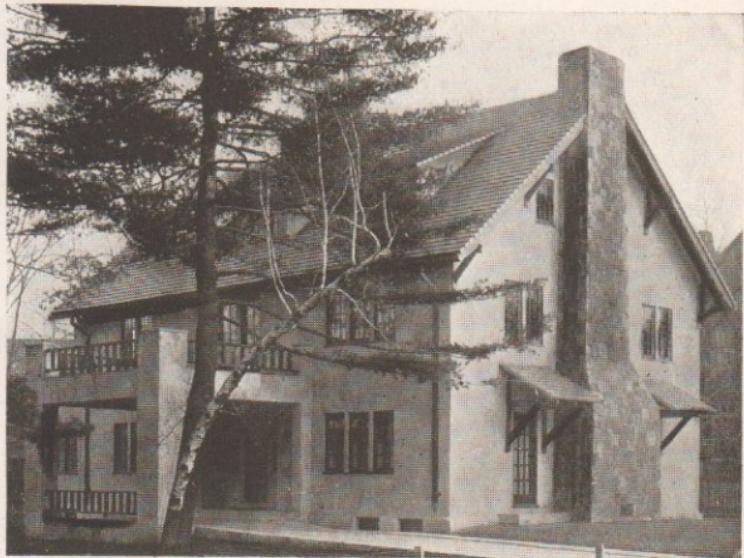


Craftsman house built for Mr. F. S. Peer, of Ithaca, N. Y., and comprising twelve main rooms, three porches, two sunrooms, conservatory and sleeping balcony.

The prospective home-builder who is interested in Craftsman ideas will find in our books of house designs a wide variety from which to select—including cottages, bungalows and two- and three-story houses for country, suburbs and town, in many different styles, at varying costs.

The wide sale and distribution of these plans will be apparent from the fact that the value of houses built from them, roughly estimated, would amount to from \$10,000,000 to \$15,000,000 a year—and the interest in Craftsman architecture is steadily growing, influencing builders and home-makers all over the land.

HOMES BUILT FROM CRAFTSMAN PLANS



Home of Mr. E. F. Scheibe, Cambridge, Mass., built from special Craftsman plans.

THE house which we are illustrating here is merely one out of the hundreds that are erected each year all over the world from Craftsman designs—homes that are carefully planned, solidly built, comfortably furnished, and provided with porches and sleeping balconies for open-air living and generous fireplaces for indoor warmth and cheer.

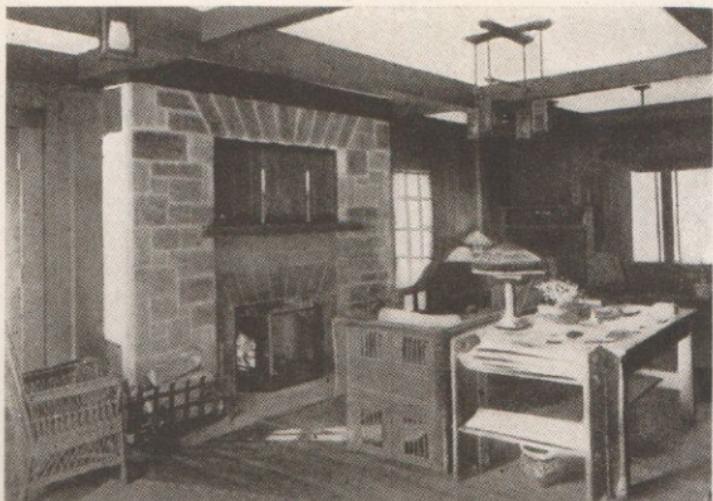
This pleasant Craftsman home was built for Mr. E. F. Scheibe at Cambridge, Mass., from

HOMES BUILT FROM CRAFTSMAN PLANS

special plans prepared in our Architectural Department.

Some impression of the substantial and home-like comfort of Mr. Scheibe's home can be gathered from the living room shown below.

Those who are interested in this type of architecture and contemplate the building of their own houses will find much valuable material in Mr. Stickley's book, "Craftsman Homes"—a practical volume of house plans and interiors, which has already reached its third edition.



The stone fireplace in the living room of the Scheibe home.

THE CRAFTSMAN MAGAZINE



Subscription \$3.00 a year.
Send for sample copy.

improvement, farming, education, etc.

The high quality of the articles and illustrations, the prestige of the contributors and the sincerity of purpose of the Magazine, have all combined to give it a unique place in the periodical world. In fact, the "Union de la Presse Périodique Belge," during a recent conference at The Hague, after comparing the magazines of all countries, awarded the palm to THE CRAFTSMAN for both its technical beauty and the quality of its editorial contents. As a means of practical help to home-makers the Magazine is invaluable.

THE CRAFTSMAN Magazine, published by Gustav Stickley, the founder of the Craftsman Movement, has for some years been considered as one of the standard publications of the country—a recognized authority upon matters pertaining not only to furnishings and interior decoration, but also to architecture, art, handicrafts, civic

WHERE CRAFTSMAN FURNISHINGS ARE SOLD

Albert Lea, Minn.	Skinner, Chamberlain & Co.
Allentown, Pa.	C. A. Dorney Furniture Co.
Atlanta, Ga.	Chamberlin-Johnson-DuBose Co.
Baltimore, Md.	John Turnbull, Jr., & Co.
Boston, Mass., 468 Boylston St.	Gustav Stickley, The Craftsman
Buffalo, N. Y.	The Wm. Hengerer Co.
Chicago, Ill.	Marshall Field & Co.
Cincinnati, Ohio	The Robert Mitchell Furniture Co.
Cleveland, Ohio	Sterling & Welch Co.
Columbia, Mo.	Parker Furniture Co.
Columbus, Ohio	The McAllister-Mohler Co.
Dallas, Tex.	Titche-Goettinger Co.
Dayton, Ohio	P. M. Harmon Co.
Denver, Col.	The Denver Dry Goods Co.
Des Moines, Iowa	S. Davidson & Bros., Inc.
Detroit, Mich.	A. A. Gray Co.
Duluth, Minn.	French & Bassett
Glen Falls, N. Y.	Wilmarth & Son
Hartford, Conn.	C. C. Fuller Co.
Indianapolis, Ind.	Sander & Becker Furniture Co.
Jacksonville, Fla.	B. H. Chadwick Furniture Co.
Kansas City, Mo.	Emery, Bird, Thayer Dry Goods Co.
Lincoln, Neb.	The Hardy Furniture Co.
Los Angeles, Cal.	Pease Bros. Furniture Co.
Louisville, Ky.	Fred W. Keisker & Son
Manchester, N. H.	The Barton Co.
Milwaukee, Wis.	C. W. Fischer Furniture Co.
Minneapolis, Minn.	Boutell Brothers
Newark, N. J.	Frederick Keer's Sons
New Haven, Conn.	The Chamberlain Co.
New York City, The Craftsman Bldg.	Gustav Stickley, The Craftsman
Oakland, Cal.	John Breuner Co.
Omaha, Neb.	Beaton & Laier Co.
Pecoria, Ill.	Block & Kuhl Co.
Pittsburgh, Pa.	McCreery & Co.
Plymouth, Mass.	Jas. B. Collingwood & Sons
Portland, Me.	Walter Corey Co.
Portland, Ore.	Meier & Frank Co.
Rock Island, Ill.	L. S. McCabe & Co.
Sacramento, Cal.	John Breuner Co.
Salt Lake City, Utah	Freed Furniture & Carpet Co.
San Diego, Cal.	The Marston Co.
Seattle, Wash.	Grote-Rankin Co.
Spokane, Wash.	Culbertson-Grote-Rankin Co.
Springfield, Ill.	Johnston-Hatcher Co.
Springfield, Mass.	Meekins, Packard & Wheat
St. Louis, Mo.	Lammert Furniture Co.
St. Paul, Minn.	Mannheimer Bros.
Syracuse, N. Y.	S. Rosenbloom & Sons
Trenton, N. J.	A. V. Manning's Sons
Washington, D. C., 1512 H St., N.W.,	Gustav Stickley, The Craftsman
Waterloo, Iowa.	Davidson Co.
Worcester, Mass.	Flint Furniture Co.

WHAT READERS SAY ABOUT THE CRAFTSMAN MAGAZINE

"THE CRAFTSMAN is a constant source of enjoyment to me, and I await its coming with much impatience from one month to another."—
D. B., Hernando, Miss.

"It seems to me THE CRAFTSMAN yearly becomes even stronger and better than it was a good many years ago when I first knew it and valued it more highly than any other magazine."—*A. G. I., Cleveland, O.*

"The illustrations in THE CRAFTSMAN are of the highest order as usual. No matter what they are, whether figure, nature, landscape, house plans, they are among the best of their kind."—*Buffalo News.*

Send for a sample copy—free.

CRAFTSMAN BUILDING, 6 E. 39th ST., N. Y.